

**Dr. Brian A. Smith, D.C.**  
**3685 Motor Avenue Suite 250**  
**Los Angeles, Ca. 90034**  
**(310) 559-6584**

Dec. 27, 1994

Craig S. Little, D.C., President  
California Chiropractic Association  
7801 Folsom Blvd., Suite 375  
Sacramento, Ca. 95826

Dear Dr. Little,

I have received your request to become a CCA member and to share my thoughts with you. Let me do just that.

In 1993, along with several colleagues, I had to form the Chiropractic Practice Rights Coalition of California to create an effective voice in opposing the CCA sponsored regulations concerning vaccination and infectious disease. While the CCA may maintain that its proposed regulation was different than the adopted one, or that its actions were necessary to prevent further damage, the fact remains that members of the CCA tried to restrict the scope of practice of chiropractic. Actions of certain CCA members included attempting to force the Board of Chiropractic Examiners to vote on issues after they had already been discussed, lying to members of the profession to gain their silence and allowing CCA members who authored the proposed regulations to vote on them as emergency regulations as a BCE member. Only the Coalition's involvement with the FPPC resulted in the member from abstaining in the final vote. When the proposed regulations failed to pass the OAL, I received a call from a CCA Executive Committee member who stated that this failure to pass the regulations was the CCA's goal. Of course this member could not explain CCA's actions which, if left unchecked, would have certainly resulted in a more limited scope of practice for the profession. A CCA defeat being represented as a CCA win for the profession!

The recent departure of Past-President Bradley J. Sullivan, D.C. from your membership, and his reasons for doing so, are indicative of the problems the CCA experiences.

I personally know that members of the profession desire an Association that represents an alternative to medical care, not just musculoskeletal specialists. When the CCA starts to represent the majority of the profession, it will have a majority of the profession as members.

I look forward to discussing this, or any other area, with you. Please feel free to call anytime.

Sincerely,

Dr. Brian A. Smith  
Chiropractic Practice Rights Coalition of California



CALIFORNIA

November 22, 1994

CHIROPRACTIC

ASSOCIATION

Brian A Smith, DC  
3685 Motor Av #250  
Los Angeles, CA 90034-5750

Dear Dr. Smith:

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If you're like me, you have seen your practice decrease in value in recent years.

Folsom Boulevard

If you're like me, you are frustrated by the endless paperwork required by managed care organizations and by insurance carriers to get reimbursed for providing honest services.

Suite 375

If you're like me, you are proud of your chiropractic philosophy and are tired of having it challenged by the medical and insurance establishments.

Sacramento

California

95826

(916) 387-0177

FAX

(916) 387-6222

Undoubtedly, if you're like me, there have been times that you doubted yourself and your ability to sustain a practice. Believe me doctor, it isn't just you. Over the last few years the health care industry has changed dramatically. The public and the government have decided that the doctors have had too much of the pie and are willing to allow insurance companies to ride rough shaw over all health care providers ... not just the DCs. Bankruptcy among medical specialists, which was unheard of a few years ago, is occurring with extraordinary frequency. Public opinion will eventually change as more individuals have to directly experience the consequences of managed care. In the meantime, we can either hide our heads in the sand, or stand up as a profession and do something about it. Let me spend a moment describing my vision of what needs to be done for the profession:

I believe that we must create an atmosphere for the chiropractic profession where we are allowed to participate as equals with any other health care providers, unfettered by the discrimination of the medical profession and insurance industry.

"Your Health,

I believe that we must ensure that we are able to, within our educational training, treat any condition chiropractically and treat any age group without fearing that someone in the bureaucracy will challenge our treatment.

Our Concern."

I believe that we must fight managed care as it attempts to expand its position in workers' compensation and into personal injury. At the same time, I think that where the managed care tide is overwhelming, we must be sure that chiropractic access is guaranteed, and that doctors who want to participate are given the opportunity and training to deal with the managed care bureaucracy. At the same time, for those who do not want to deal with managed care, they must be protected and allowed to operate their cash practice, without interference.

I believe that we must spread the word about chiropractic reaching a larger audience than we do currently. Demand for chiropractic by the consumer public will force the decision-makers of health care to expand the coverage of chiropractic.

I believe research must continue, through the Consortium and FCER, to verify the effectiveness of chiropractic not just for musculoskeletal conditions, but other conditions as well.

Do you share my vision? If you do, join me in the effort by becoming a member of the California Chiropractic Association. I can go on for days telling you of the tangible benefits of membership. The value of the CCA Insurance Hotline and the new workers' compensation benefits would more than repay the cost of your annual dues. But there is a higher reason to be member. There was a time when the majority of the profession could afford to sit on the sidelines and let the rest of the doctors fight the battles. That was also a time when all health care providers were financially doing well. Those days are long past. If we are to return to those golden days, with a chiropractic profession in tact, we will have to come together. If we don't stand up together, we will certainly find we have all fallen together.

If you agree with my vision, please call (800) 300-4222 and become a member. If you want to discuss my thoughts further, call me at my office (209-583-1234) and I will be happy to talk with you.

Sincerely,

Craig S. Little D.C.  
CCA President

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*Brian, we need your support please join us now*

*[Signature]*

P.S. Chiropractic will make history on the morning of January 2, 1995 during the Rose Parade when the majestic eagle on the Chiropractic Centennial Foundation's parade float soars over the streets of Pasadena. Four hundred twenty-seven million television viewers from across the country and throughout the world will see this spectacular creation and celebrate 100 years of chiropractic with us. A quarter of a million people will see the float in person. By viewing the parade on a CBS or NBC affiliate, it is estimated that chiropractic will receive the benefits of 4 to 7 million dollars in advertising. Imagine if we could pool our resources in California and contribute to promote the profession long after the Rose Bowl Parade has passed.